

UtahFutures Strategic Plan for FY2017		
Mission	UtahFutures provides a robust and engaging web portal to assist students, job seekers, and the people who support them to be better informed regarding their workforce and education decisions and opportunities in Utah.	
Values	Partnership - our work is amplified to achieve impact	
	Quality - experiences are engaging, data is accurate, service is responsive	
	Transparency - others can understand our work	
	Fiscal Responsibility - we engender trust through judicious decisions	
	Innovation - we continue to seek new ways to be effective	
Goals and Initiatives		Status
Goal 1: Continue to improve and expand the website.		
1.1	Complete high priority development tasks as determined by the Advisory Board, Steering Committee, and UtahFutures partners. Track and report on these.	Ongoing
1.2	Oversee site hosting and development by DTS; explore additional efficiencies.	Ongoing
1.3	Contract with providers for software components integrated with UtahFutures.	12/30/16 update: Conducting RFP.
1.4	Develop new tools/features to engage users outside the school day.	12/30/16 update: Implementing online chat support.
1.5	Develop new tools/features to engage underserved users (e.x., younger, ELL, etc.)	
1.6	Monitor and maintain ADA accessibility, security, and data protection.	
Goal 2: Expand marketing and outreach.		
2.1	Contract with marketing firm.	12/30/16 update: Contracted with Thatcher and Co.
2.2	Develop marketing plans, marketing playbook and editorial calendar.	
2.3	Produce and distribute marketing collateral and conference products.	12/30/16 update: Produce promotional cards and small giveaways.
2.4	Expand social media engagement; track and report on results.	Ongoing
2.5	Produce and broadcast promotional videos.	
2.6	Establish and document marketing and outreach workflows.	
2.7	Manage a communication and training website UtahFuturesOnRamp.org	Ongoing
Goal 3: Assure transparent and sustainable funding.		
3.1	Track financials; report to Steering Committee, UETN Board, and legislature.	12/30/16 update: Updates were shared with Steering Committee members during during 7/7/16 and 10/27/16 meetings
3.2	Conduct RFP's and/or cost analysis to assure effective use of public resources.	12/30/16 update: Received vendor proposals 12/8/16 and moving forward with RFP process.
3.3	Secure ongoing funding from the legislature.	
3.4	Seek additional funding sources: grants, partnerships, and revenue-generating opportunities.	
Goal 4: Engage parents and professionals (counselors, advisors) with UtahFutures.		
4.1	Expand opportunities for courses, webinars, workshops, and presentations. Track and report on these.	12/30/16 update: Four, 6-week sections of College and Career Readiness with UtahFutures are offered every semester for Utah educators Workshops and presentations are being given on-site and at conferences throughout Utah for educators, librarians, DWS counselors, and parents.
4.2	Produce additional training elements (guides, tutorials, videos).	12/30/16 update: UF training materials are being updated regularly as the site changes.
4.3	Create comprehensive guidance roadmap and resources for 7th-12th grade	12/30/16 update: The College and Career Planning guide was implemented in schools this Fall. Counselors are currently using the guide to direct student usage of UF. Changes and updates are made when necessary.
4.4	Expand training with school content area teachers.	12/30/16 update: Attended CTE conferences, and Financial Literacy Bootcamps to promote UtahFutures.

4.5	Expand training with adult education, UCAT, and DWS professionals.	<i>12/30/16 update:</i> Regular trainings have included Adult Education and DWS professionals (after school programs).
4.6	Deploy new methods to engage parents with UtahFutures.	
Goal 5: Strategically engage business and partner agencies.		
5.1	Collaborate with StepUP Utah, 15toFINISH, American Graduate, GOED & other mission-aligned projects.	Ongoing
5.2	Identify and collaborate with Utah business and industry partners and groups.	Ongoing
Key Performance Indicators		Metric
1	UtahFutures is a robust website.	Website milestones are complete.
2	UtahFutures gets used.	Web analytics, # of registered users.
3	UtahFutures is an effective resource for education and workforce planning.	Participant survey.
4	Training is effective; participants report satisfaction and are capable of training others.	Participant data, post-training evaluation.
5	UtahFutures is making progress toward its goals.	Initiatives are tracked and reported.
6	Finances are tracked and reported; efficiencies are identified; funding is secured.	Financial reports.